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[No.1508—HUD-FUND-SCH-0001/2024/HUD.]

## HOUSING & URBAN DEVELOPMENT DEPARTMENT

### RESOLUTION

The 18th January, 2024

**Sub:** Guideliness for Organizing "**Ama Odisha Nabin Odisha (Sahari)**" - State Level awareness campaign.

#### 1. Background

State Government is implementing several schemes and programmes under 5T Initiatives to ensure sustainable growth for all sections of society.

In order to ensure that the benefits of these initiatives reach the eligible and deserving people. It has been decided to undertake a State wide awareness programme namely **Ama Odisha Nabin Odisha (Sahari) under UNNATI** from dated 22nd January, 2024 onwards to sensitize them on the benefits meant for them. On campaign mode which will be completed by of dated 7th February, 2024.

Various camps shall be organized as part of the Ama Odisha Nabin Odisha (Sahari) programme to make the citizens aware of the various people centric initiatives of the Government and ensure that the benefits under various schemes reach the beneficiaries on camp approach basis. The programme is aimed at ensuring transparency and accountability in distribution of benefits as well as empower the citizen by providing information on all welfare/ Development schemes and other initiatives of the Government.

#### 2. Organization of Camps

- The AONO(S) awareness camps will be organized by all ULBs between dated 22nd January, 2024 to 7th February, 2024 covering all wards as per calender prepared by DUDA

- Location of the AONO(S) camp will be decided by the respective ULBs as per the number specified in the ***Annexure-I***.
- Benefits under various schemes may also be distributed following transparency.

### **3. Responsibilities for organization of camps**

- The ULBs shall prepare a schedule of the camps to be held in the ULBs & DUDA will collect the information, compile for their District and submit the same to the DMA, H&UD Department. The schedule must reach the DMA, H&UD before the dated 20th January, 2024. The schedule shall take into consideration all aspects of transportation and logistics.
- The beneficiaries of the concerned schemes as per the schedule shall be identified and informed beforehand by the officials of the concerned line departments of the ULBs and shall be made present during the camp for distribution of benefits.
- The ULB shall make all necessary arrangements for sitting, public address system, refreshments, audio visuals and all materials needed for IEC activities.
- The concerned line departments shall take all necessary steps on the day of the camps to create awareness of their department specific schemes and provide benefits to the eligible beneficiaries. The concerned departments shall undertake 360 degree IEC campaign through TV commercials, radio jingles, newspaper advertisements, banners and hoardings and promote their schemes on their respective social media accounts (Facebook and Twitter).
- Arrangements for cultural events by local performing groups and community participants during the camps have to be made.
- The members of the State level committee/ officers from H&UD Department will visit the camps and will remain present during the programme for necessary Supervision and to gauge the success of the camps.
- After the conclusion of scheduled camps on a specific day. The DUDA will provide the information to H&UD Department for record. The format for submission will be communicated separately.

#### **4. IEC Content**

- The IEC materials will be distributed on the day of camps and outdoor creative about the scheme shall be displayed at various places within the ULB along with videos.
- 360 degree IEC campaign will be organized including banners. TV Commercials, radio jingles and other innovative ways of communication such as social media (Facebook and Twitter) for achieving the maximum dissemination of information and comprehensive understanding of concerned schemes/initiatives.

#### **5. Institutional Mechanism**

- a. The Housing & Urban Development Department will be the Nodal Department.
- b. The Collector will be in overall charge of the District for the AONO(S) awareness campaign programme.
- c. Line Department officers working at the District and the ULB level will co-ordinate with DUDAs for distribution of the benefits pertaining to their department/ scheme.
- d. Social workers / volunteers will be engaged by the ULB for better organization of the programme.
- e. For any co-ordination regarding the organization of the AONO(S) campaign programme, PD, DUDA will be the nodal officer at the District level and Municipal Commissioner/ Executive Officer will be the nodal officer at the ULB level.

<b>State Level Committee</b>		
<b>Sl. No.</b>	<b>Designation</b>	<b>Chairpersons/ Members</b>
1	Additional Chief Secretary, Housing & Urban Development Department	Chairman
2	Secretaries of Mission Shakti, Odia Language, Literature and culture, Health & Family Welfare, Commerce & Transport, School & Mass Education, Social Security and Empowerment of Persons with Disabilities and ST&SC Development, Minorities & Backward Classes Welfare Departments	Members
3	Director of Municipal Administration	Member Convener
<b>District Level Committee</b>		
<b>Sl. No.</b>	<b>Designation</b>	<b>Chairpersons/ Members</b>
1	Collector & DM	Chairperson
2	PD, DUDA	Member Convener
3	Sub-Collector and all Department Officers	Members
4	Commissioner & Executive Officers of all ULBs	Members
<b>Municipal Corporation Committee</b>		
<b>Sl. No.</b>	<b>Designation</b>	<b>Chairpersons/ Members</b>
1	Municipal Commissioner	Chairperson
2	Adll./Joint/ Deputy Municipal Commissioner (to be designated by the Commissioner)	Member Convener
3	City Engineer, Community Organizer, Officers of all line Departments, EE/AE of PHEO/WATCO	Members
<b>Municipality/ NAC Committee</b>		
<b>Sl. No.</b>	<b>Designation</b>	<b>Chairpersons/ Members</b>
1	Executive Officer	Chairperson
2	Municipal Engineer	Member Convener
3	Community Organizer, Officers of all line Departments, EE/AE of PHEO/ WATCO	Members

The District Level Committee will oversee and review the implementation the

AONO(S)- awareness campaign and shall give suggestions for improvement of the programme as and when required.

The committee at the ULB level (Municipal Corporation / Municipality / NAC) shall make all necessary arrangements for the organization of the programme implement the suggestions received from the District Level Committee and any other instruction from the Government from time to time.

## **7. Provision of Fund**

Funds to the tune of Rs.65,000/- will be allowed out of Unnati for conducting each AONO(S) - awareness camp in Non-slum areas. Funds for organising camps at Slum areas will be placed from JAGA Mission.

## **8. Reporting and Documentation**

- i. All activities at the camps shall be videographed from start till end for proper documentation for records.
- ii. PD, DUDA shall keep information on all benefits distributed to citizens during the camps and shall submit a detailed report to the Government after the end of all camps scheduled in the day across the District. The format for sharing of the information shall be shared separately.

Government in the Housing & Urban Development Department can modify any of the provisions as and when required keeping in view the administrative convenience. In case of any doubts regarding the programme, the matters may be referred to the Government in the Housing & Urban Development Department whose decision shall be final.

By Order of the Governor

G. MATHI VATHANAN

Additional Chief Secretary to Government

**Annexure-I**

<b>List of ULBs &amp; No. of Camps for Non-slum area</b>				
<b>Sl. No.</b>	<b>District</b>	<b>ULB</b>	<b>ULB Type</b>	<b>No. of Camps to be organized</b>
(1)	(2)	(3)	(4)	(5)
1	Angul	Angul	Municipality	5
2	Angul	Talcher	Municipality	5
3	Angul	Athamallick	NAC	3
4	Balangir	Balangir	Municipality	7
5	Balangir	Titilagarh	Municipality	5
6	Balangir	Kantabanji	NAC	3
7	Balangir	Patnagarh	NAC	3
8	Balangir	Tusura	NAC	3
9	Balasore	Balasore	Municipality	7
10	Balasore	Jaleswar	Municipality	5
11	Balasore	Soro	Municipality	5
12	Balasore	Remuna	NAC	5
13	Balasore	Nilagiri	NAC	3
14	Bargarh	Bargarh	Municipality	7
15	Bargarh	Barpali	NAC	3
16	Bargarh	Padampur	NAC	3
17	Bargarh	Attabira	NAC	3
18	Bargarh	Bijepur	NAC	3
19	Bhadrak	Bhadrak	Municipality	7
20	Bhadrak	Basudevapur	Municipality	5
21	Bhadrak	Chandbali	NAC	5
22	Bhadrak	Dhamnagar	NAC	5
23	Boudh	Boudh	NAC	3
24	Cuttack	Cuttack	MC	12
25	Cuttack	Choudwar	Municipality	5
26	Cuttack	Athagarh	NAC	3
27	Cuttack	Banki	NAC	3
28	Deogarh	Deogarh	Municipality	5
29	Dhenkanal	Dhenkanal	Municipality	5

(1)	(2)	(3)	(4)	(5)
30	Dhenkanal	Kamakhyanagar	NAC	3
31	Dhenkanal	Bhuban	NAC	3
32	Dhenkanal	Hindol	NAC	3
33	Gajapati	Paralakhemundi	Municipality	5
34	Gajapati	Kashi Nagar	NAC	3
35	Ganjam	Berhampur	MC	8
36	Ganjam	Hinjilicut	Municipality	5
37	Ganjam	Polsara	NAC	5
38	Ganjam	Gopalpur	NAC	3
39	Ganjam	Digapahandi	NAC	3
40	Ganjam	Chikiti	NAC	3
41	Ganjam	Aska	NAC	3
42	Ganjam	Belaguntha	NAC	3
43	Ganjam	Bhanjanagar	NAC	3
44	Ganjam	Buguda	NAC	3
45	Ganjam	Chatrapur	NAC	3
46	Ganjam	Ganjam	NAC	3
47	Ganjam	Kabisuryanagar	NAC	3
48	Ganjam	Khalikote	NAC	3
49	Ganjam	Kodala	NAC	3
50	Ganjam	Purusotampur	NAC	3
51	Ganjam	Rambha	NAC	3
52	Ganjam	Sorada	NAC	3
53	Jagatsingpur	Jagatsingpur	Municipality	5
54	Jagatsingpur	Paradeep	Municipality	5
55	Jajpur	Jajpur	Municipality	5
56	Jajpur	Vyasanagar	Municipality	5
57	Jharsuguda	Jharsuguda	Municipality	7
58	Jharsuguda	Brajarajnagar	Municipality	5
59	Jharsuguda	Belpahar	Municipality	5
60	Kalahandi	Bhawanipatna	Municipality	5
61	Kalahandi	Junagarh	NAC	3
62	Kalahandi	Kesinga	NAC	3

(1)	(2)	(3)	(4)	(5)
63	Kalahandi	Dharamgarh	NAC	3
64	Kandhamal	G. Udayagiri	NAC	3
65	Kandhamal	Phulbani	Municipality	5
66	Kendrapara	Kendrapara	Municipality	5
67	Kendrapara	Pattamundai	Municipality	5
68	Kandhamal	Baliguda	NAC	3
69	Keonjhar	Keonjhar	Municipality	5
70	Keonjhar	Anandpur	Municipality	5
71	Keonjhar	Joda	Municipality	5
72	Keonjhar	Barbil	Municipality	5
73	Keonjhar	Champua	NAC	3
74	Khorda	Bhubaneswar	MC	15
75	Khurda	Khorda	Municipality	5
76	Khurda	Jatani	Municipality	5
77	Khurda	Balugaon	NAC	3
78	Khurda	Banapur	NAC	3
79	Koraput	Koraput	Municipality	5
80	Koraput	Sunabeda	Municipality	5
81	Koraput	Jeypore	Municipality	5
82	Koraput	Kotpad	NAC	3
83	Malkangiri	Malkangiri	Municipality	5
84	Malkangiri	Balimela	NAC	3
85	Mayurbhanj	Baripada	Municipality	7
86	Mayurbhanj	Rairangpur	Municipality	5
87	Mayurbhanj	Udala	NAC	3
88	Mayurbhanj	Karanjia	NAC	3
89	Nabarangpur	Nabarangpur	Municipality	5
90	Nabarangpur	Umerkote	Municipality	5
91	Nayagarh	Nayagarh	Municipality	5
92	Nayagarh	Khandapada	NAC	3
93	Nayagarh	Daspalla	NAC	3
94	Nayagarh	Ranpur	NAC	3
95	Nayagarh	Odagaon	NAC	3



(1)	(2)	(3)	(4)	(5)
96	Nuapada	Khariar	NAC	3
97	Nuapada	Khariar Road	NAC	3
98	Nuapada	Nuapada	NAC	3
99	Puri	Puri	Municipality	7
100	Puri	Nimapara	NAC	3
101	Puri	Konark	NAC	3
102	Puri	Pipili	NAC	3
103	Rayagada	Gunupur	Municipality	5
104	Rayagada	Rayagada	Municipality	5
105	Rayagada	Gudari	NAC	3
106	Sambalpur	Sambalpur	MC	8
107	Sambalpur	Kuchinda	NAC	3
108	Sambalpur	Redhakhhol	NAC	3
109	Subarnapur	Binika	NAC	3
110	Subarnapur	Sonepur	Municipality	3
111	Subarnapur	Tarava	NAC	3
112	Sundargarh	Rourkela	MC	8
113	Sundargarh	Biramitrapur	Municipality	5
114	Sundargarh	Sundargarh	Municipality	5
115	Sundargarh	Rajgangpur	Municipality	5
<b>Total No. of Camps</b>				<b>497</b>